

DAFTAR PUSTAKA

- Belch, George E., dan Belch. M.A. *Advertising and promotion : an integrated marketing communication perspective*. New York : McGrawhill, 2004
- Cooper, Donald R. & Emory, William. *Metodologi penelitian*. (edisi kelima, jilid kedua). Terjemahan Widoyono Soetjipto. Jakarta : Erlangga, 1998
- Jani and Han. *Investigating the key factors affectiong behavioral intentions : evidence from a full – service restaurant setting*. Busan : Dong-A University, 2010
- Deborah , Rumsey. *Statistic II for Dummy*. Indiana Polis : Wiley Publishing, 2009
- Essinger, James & Wylie, Helen. *Customer Loyalty : Devising Sucesfull Strategies in Food & Drink Industries*, 2003
- Griffin, Ricky & Ebert, Ronald. *Business*. (6th ed.). New Jersey :Prentice Hall, 2001
- Hair. J. F. et al. *Multivariate data analysis*. New Jersey : Person Education., 2006
- Reece, John et al. *Customer research in the restaurant environment*, 2010
- Joewono, Handito Hadi. (Bisnis Indonesia Seminar Roadshow 2002). *Jangan Hanya Puaskan Konsumen*. CPM Asia Pasific Managing Partner Arrbey Indonesia
- Khasmir. *Pemasaran Bank*. Jakarta : PT. Rajagrafindo Persada, 2008

- Kotler, Philip. *Principle of Marketing*. (3rd ed.). International Edition, Englewood Cliffs, New Jersey : Prentice Hall, 1986
- Kotler, Philip. *Customer Behavior*. (4rd ed.). International Edition, Englewood Cliffs, New Jersey : Prentice Hall, 2005
- Kotler, Philip. *Marketing Management : analysis, planning implementation and control*. (8th ed.) International Edition, Englewood Cliffs, New Jersey : Prentice Hall, 1994
- Lovelock, Christopher H. *Service Marketing*. (2nd ed.) Prentice Hall, 1991
- Lovelock & Wright, L. *Principles of services marketing and management*. New Jersey : Prentice Hall. Mowen, 1995
- Mischitelli, Vincent. *Your New Restaurant*. (2nd ed.) Canada : Adams Medua Corporation, 2000
- Siegel, Sydney. *Statistik Nonparametrik untuk ilmu – ilmu social*. Jakarta : P.T Gramedia, 1997
- Stoner, James. *Management*, New Jersey : Prentice Hall, 1996
- Swastha, Dr. Basu & Sukotjo, Ibnu. *Pengantar Bisnis Modern*. (edisi ketiga). Yogyakarta : Liberty Yogyakarta, 1997
- Tjiptono, Fandy. *Strategy Pemasaran*. (Edisi kedua). Yogyakarta : Andi Offset, 2003
- Tjiptono, Fandy. *Pemasaran Jasa*, Malang: Bayumedia Publishing, 2005

Trisno, Rudy. *Prinsip – Prinsip Perancangan Ruang Dalam*. Bahan perkuliahan program Arsitektur Universitas Tarumanegara, Jakarta, 2003

Umar, Husein. *Metode Penelitian untuk Skripsi dan Tesis Bisnis*. Jakarta : Rajawali Pers, 2001

Zeithaml, Valerie, Parasuraman A.A & Leonard, Berry L. *Delivering Quality Service : Balancing Customer Perception and Expectation*. New York, 1990